

## WDAF - TV - Issue Ad Public File Checklist

1. SENATE MAJORITY PAC  
Name of Sponsoring Organization
2. Accepted: ☒ Rejected: ☐ (mark one)
3. Class of Time: Issue C
4. \_\_\_\_\_  
Flight dates and times
5. Issue C  
Rate charged
6. Issue C  
Description of Issue
6. 700 13<sup>th</sup> St NW Washington DC 20005  
Address of Sponsoring Organization
7. 202-332-6060 \_\_\_\_\_  
Telephone Number of Sponsoring Organization Email Address
8. REBECCA LUND TREASURER  
Sponsor's Officers/Directors/Executive Committee
9. \_\_\_\_\_  
Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes ☒ No ☐

[Signature]  
Name

\_\_\_\_\_  
Date



WDAF-TV

# ORDER

Print Date 10/16/12 Page 1 of 4

Flight Dates 10/16/12-10/29/12

Contract / Revision 583436 /

Original Date / Revision  
10/16/12 10/16/12

Advertiser Senate Majority Pac

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

Product  
MAJORITY PAC

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2093

Alt Order # 09844674

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS GEN

Product Codes PL1Gc, PL2C

Priority 1

Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 22% Market Value 244409

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	22%	53770
KCWE	%	0
KMBC	31%	75766
KMCI	%	0
KPXE	%	0
KSHB	25%	61102
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	54	\$39,414.50	\$46,370.00	0.00	10/01/12	10/28/12	54	\$39,414.50	\$46,370.00
November 2012	4	\$6,290.00	\$7,400.00	0.00	10/29/12	10/29/12	4	\$6,290.00	\$7,400.00
<b>Totals</b>	<b>58</b>	<b>\$45,704.50</b>	<b>\$53,770.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/16/12	10/26/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-TWTF--	:30	2	\$825.00	1	0.00	NM	4	\$3,300.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	2		\$825.00		0.00						
Week:		10/22/12	10/28/12	-TWTF--	2		\$825.00		0.00						
E 2	4	10/16/12	10/26/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-TWTF--	:30	2	\$825.00	1	0.00	NM	4	\$3,300.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	2		\$825.00		0.00						
Week:		10/22/12	10/28/12	-TWTF--	2		\$825.00		0.00						
E 3	4	10/20/12	10/27/12	Sa 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S-	:30	1	\$800.00	1	0.00	NM	2	\$1,600.00





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Contract / Revision **583436** Flight Dates **10/16/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:15:00

Advertiser **Senate Majority Pac**

Product **MAJORITY PAC**

Estimate # **2093**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 12	4	10/16/12	10/26/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-TWTF--	:30	2	\$1,000.00	1	0.00	NM	4	\$4,000.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					2	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$1,000.00		0.00			
E 13	4	10/16/12	10/26/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-TWTF--	:30	2	\$1,000.00	1	0.00	NM	4	\$4,000.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					2	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$1,000.00		0.00			
E 14	4	10/16/12	10/26/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-TWTF--	:30	2	\$1,440.00	1	0.00	NM	4	\$5,760.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					2	\$1,440.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$1,440.00		0.00			
E 16	4	10/29/12	10/29/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$3,300.00	1	0.00	NM	1	\$3,300.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$3,300.00		0.00			
E 17	4	10/29/12	10/29/12	Monday Prime B FOX Prime Monday 8-9p	CM-All	8p-9p	M-----	:30	1	\$1,800.00	2	0.00	NM	1	\$1,800.00
MOB DR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,800.00		0.00			
E 20	4	10/23/12	10/26/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T--F--	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T--F--					2	\$1,800.00		0.00			
E 21	4	10/16/12	10/26/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-TWTF--	:30	2	\$1,800.00	1	0.00	NM	4	\$7,200.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					2	\$1,800.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$1,800.00		0.00			
E 22	4	10/21/12	10/28/12	SU 1102-1132P Su 1102-1132p	CM-All	1102-1132p	-----S	:30	1	\$200.00	2	0.00	NM	2	\$400.00
SEINFELD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$200.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$200.00		0.00			
E 23	4	10/21/12	10/21/12	SU 1132-1232A Su 1132-1232a	CM-All	1132-1232a	-----S	:30	1	\$100.00	2	0.00	NM	1	\$100.00
BURN NOTICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$100.00		0.00			
E 24	4	10/28/12	10/28/12	SU 1232A-132A Su 1232-132a	CM-All	1232-132a	-----S	:30	1	\$60.00	2	0.00	NM	1	\$60.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 24	4	10/28/12	10/28/12	SU 1232A-132A Su 1232-132a	CM-All	1232-132a	-----S	:30	1	\$60.00	2	0.00	NM	1	\$60.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----S			1		\$60.00		0.00				
E 26	4	10/24/12	10/24/12	World Series World Series on FOX	CM-All	7p-CC	--W----	:30	1	\$2,300.00	2	0.00	NM	1	\$2,300.00
WORLD SERIES #1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----			1		\$2,300.00		0.00				
E 27	4	10/22/12	10/29/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$500.00		0.00				
Week:		10/29/12	11/04/12	M-----			1		\$500.00		0.00				
E 28	4	10/22/12	10/29/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	2	\$3,600.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$1,800.00		0.00				
Week:		10/29/12	11/04/12	M-----			1		\$1,800.00		0.00				
Totals														58	\$53,770.00



WDAF-TV

## ORDER

Print Date 10/17/12

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Flight Dates 10/16/12-10/29/12

Order Sep 00:15:00

Product  
MAJORITY PACEstimate # 2093  
Alt Order # 09844674Contract / Revision 583436 /  
Original Date / Revision  
10/16/12 10/17/12Agency Com 15%  
Billing ContactBilling Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST

Advertiser Senate Majority Pac

1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007Demographic A35+  
Rev Codes SP-POL ISS GEN  
Product Codes PL1Gc, PL2C  
Priority 1  
Advertiser RefAgency Waterfront Strategies  
Buying ContactSales Office DC-M  
Sales Region NAT  
Agency Ref1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 22% Market Value 294181

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	22%	64720
KCWE	%	0
KMBC	31%	91196
KMCI	%	0
KPXE	%	0
KSHB	25%	73545
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	61	\$48,722.00	\$57,320.00	0.00	10/01/12	10/28/12	61	\$48,722.00	\$57,320.00
November 2012	4	\$6,290.00	\$7,400.00	0.00	10/29/12	10/29/12	4	\$6,290.00	\$7,400.00
Totals	65	\$55,012.00	\$64,720.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/16/12	10/26/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-TWTF--	:30	2	\$825.00	1	0.00	NM	4	\$3,300.00
FOX 4 NEWS															
		Start Date	End Date	Weekdays	Spots/Week		Rate		Rating						
Week:		10/15/12	10/21/12	-TWTF--	2		\$825.00		0.00						
Week:		10/22/12	10/28/12	-TWTF--	2		\$825.00		0.00						
E 2	4	10/16/12	10/26/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-TWTF--	:30	2	\$825.00	1	0.00	NM	4	\$3,300.00
FOX 4 NEWS															
		Start Date	End Date	Weekdays	Spots/Week		Rate		Rating						
Week:		10/15/12	10/21/12	-TWTF--	2		\$825.00		0.00						
Week:		10/22/12	10/28/12	-TWTF--	2		\$825.00		0.00						
E 3	4	10/20/12	10/27/12	Sa 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S-	:30	1	\$800.00	1	0.00	NM	2	\$1,600.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$800.00		0.00			
		Week: 10/22/12	10/28/12	-----S-		1				\$800.00		0.00			
E 4	4	10/20/12	10/27/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$800.00	1	0.00	NM	2	\$1,600.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$800.00		0.00			
		Week: 10/22/12	10/28/12	-----S-		1				\$800.00		0.00			
E 5	4	10/21/12	10/21/12	Su 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$500.00		0.00			
E 6	4	10/21/12	10/28/12	Su 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$500.00		0.00			
		Week: 10/22/12	10/28/12	-----S		1				\$500.00		0.00			
E 7	4	10/21/12	10/28/12	FOX News Sunday FOX News Sunday	CM-All	9a-10a	-----S	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$500.00		0.00			
		Week: 10/22/12	10/28/12	-----S		1				\$500.00		0.00			
E 8	4	10/16/12	10/26/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-TWTF--	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		1				\$500.00		0.00			
		Week: 10/22/12	10/28/12	-TWTF--		1				\$500.00		0.00			
E 9	4	10/16/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-TWTF--	:30	2	\$500.00	1	0.00	NM	4	\$2,000.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		2				\$500.00		0.00			
		Week: 10/22/12	10/28/12	-TWTF--		2				\$500.00		0.00			
E 10	4	10/16/12	10/26/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	-TWTF--	:30	2	\$150.00	2	0.00	NM	4	\$600.00
JUDGE JOE/JUDGE JOE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--		2				\$150.00		0.00			
		Week: 10/22/12	10/28/12	-TWTF--		2				\$150.00		0.00			
E 11	4	10/16/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	-TWTF--	:30	1	\$375.00	2	0.00	NM	2	\$750.00
JUDGE JUDY/JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		1				\$375.00		0.00			
		Week: 10/22/12	10/28/12	-TWTF--		1				\$375.00		0.00			
E 12	4	10/16/12	10/26/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-TWTF--	:30	2	\$1,000.00	1	0.00	NM	4	\$4,000.00
FOX 4 NEWS															



WDAF-TV

Print Date: 10/17/12

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Contract / Revision **583436** Flight Dates **10/16/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/17/12

Order Sep 00:15:00

Advertiser **Senate Majority Pac**

Product **MAJORITY PAC**

Estimate # **2093**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 12	4	10/16/12	10/26/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-TWTF--	:30	2	\$1,000.00	1	0.00	NM	4	\$4,000.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					2	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$1,000.00		0.00			
E 13	4	10/16/12	10/26/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-TWTF--	:30	2	\$1,000.00	1	0.00	NM	4	\$4,000.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					2	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$1,000.00		0.00			
E 14	4	10/16/12	10/26/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-TWTF--	:30	2	\$1,440.00	1	0.00	NM	4	\$5,760.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					2	\$1,440.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$1,440.00		0.00			
E 16	4	10/29/12	10/29/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$3,300.00	1	0.00	NM	1	\$3,300.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$3,300.00		0.00			
E 17	4	10/29/12	10/29/12	Monday Prime B FOX Prime Monday 8-9p	CM-All	8p-9p	M-----	:30	1	\$1,800.00	2	0.00	NM	1	\$1,800.00
MOB DR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,800.00		0.00			
E 20	4	10/23/12	10/26/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-T--F--	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T--F--					2	\$1,800.00		0.00			
E 21	4	10/16/12	10/26/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	-TWTF--	:30	2	\$1,800.00	1	0.00	NM	4	\$7,200.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					2	\$1,800.00		0.00			
Week:		10/22/12	10/28/12	-TWTF--					2	\$1,800.00		0.00			
E 22	4	10/21/12	10/28/12	SU 1102-1132P Su 1102-1132p	CM-All	1102-1132p	-----S	:30	1	\$200.00	2	0.00	NM	2	\$400.00
SEINFELD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$200.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$200.00		0.00			
E 23	4	10/21/12	10/21/12	SU 1132-1232A Su 1132-1232a	CM-All	1132-1232a	-----S	:30	1	\$100.00	2	0.00	NM	1	\$100.00
BURN NOTICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$100.00		0.00			
E 24	4	10/28/12	10/28/12	SU 1232A-132A Su 1232-132a	CM-All	1232-132a	-----S	:30	1	\$60.00	2	0.00	NM	1	\$60.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WDAF-TV

Print Date: 10/17/12

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Contract / Revision **583436** Flight Dates **10/16/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/17/12

Order Sep 00:15:00

Advertiser **Senate Majority Pac**

Product **MAJORITY PAC**

Estimate # **2093**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 24	4	10/28/12	10/28/12	SU 1232A-132A Su 1232-132a	CM-All	1232-132a	-----S	:30	1	\$60.00	2	0.00	NM	1	\$60.00	
BONES																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	1		\$60.00		0.00							
E 26	4	10/24/12	10/24/12	World Series World Series on FOX	CM-All	7p-CC	--W----	:30	1	\$2,300.00	2	0.00	NM	1	\$2,300.00	
WORLD SERIES #1																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$2,300.00		0.00							
E 27	4	10/22/12	10/29/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	2	\$1,000.00	
FOX 4 NEWS AT 9A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$500.00		0.00							
Week:		10/29/12	11/04/12	M-----	1		\$500.00		0.00							
E 28	4	10/22/12	10/29/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	2	\$3,600.00	
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$1,800.00		0.00							
Week:		10/29/12	11/04/12	M-----	1		\$1,800.00		0.00							
N 29	4	10/27/12	10/27/12	World Series World Series on FOX	CM-All	7p-CC	-----S-	:30	2	\$2,300.00	2	0.00	NM	2	\$4,600.00	
WORLD SERIES																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S-	2		\$2,300.00		0.00							
N 30	4	10/28/12	10/28/12	World Series World Series on FOX	CM-All	7p-CC	-----S	:30	2	\$2,300.00	2	0.00	NM	2	\$4,600.00	
WORLD SERIES																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-----S	2		\$2,300.00		0.00							
N 31	4	10/22/12	10/26/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	MTWTF--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00	
FOX 4 NEWS AT 5P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	1		\$1,000.00		0.00							
N 33	4	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	2	\$375.00	2	0.00	NM	2	\$750.00	
FOX 4 NEWS AT 5P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	MTWTF--	2		\$375.00		0.00							
														Totals	65	\$64,720.00